Land steht paradigmatisch für das heute typische (Wechsel-)Wahlverhalten in westlichen Demokratien. Dieser vergleichende Blick bestimmt alle Beiträge. Nicht alle machen die Beschäftigung damit zum Lesevergnügen, aber die meisten Autoren sind medienerfahrene Wahlanalysten, die zu pointieren und zu formulieren wissen. Außerdem sorgt die herausgeberische Übung von Plasser und Ulram für eine fast monographische Stringenz dieses Sammelbandes.

WOLFGANG R. LANGENBUCHER, Wien

Birgitta Höijer (Hrsg.): *Ideological Horizons in Media and Citizen Discourses*. Theoretical and methodological approaches. – Göteborg: NOR-DICOM 2007, 165 Seiten, SEK 240,-/Eur 25,-.

This collection of essays by scholars located mainly at Örebro University in Sweden is an ambitious attempt to rehabilitate the concept of ideology, after a period during which it has fallen somewhat out of favour within media and communication. Birgitta Höijer's introduction to the collection observes that ideology is a »much-debated and controversial« concept, but one which retains its »usefulness in media research« (p. 7). To enhance this usefulness, Höijer and her colleagues present a combination of theoretical essays in which the concept of ideology is developed in the direction of »ideological horizons«, alongside case studies with a more empirical focus. The collection as a whole draws heavily on the discourse analysis method.

The book begins with two substantial theoretical essays, by Höijer and Stig Nohrstedt, which elaborate the central concept of »ideological horizons«. These, explains Höijer, refer to »defined ways of making sense of a complex reality« (p. 8), and elsewhere, »collective modes of symbolic production and interpretation that are recurrently articulated and practised in order to cognitively and discursively structure the world« (p. 38). Nohrstedt's essay, sub-headed »outlines of a theory of hegemony in news discourse«, reminds us that, historically, ideology has been viewed as a legitimising narrative in unequal, stratified societies. If this notion of media content, and news in particular, as ideological remains central to these writers' argument, it is also acknowledged that the modern information environment is more complex and difficult for elites to control.

Nohrstedt cites the conflict in Iraq: »The public exposure of the torture in the Abu Ghraib prison or the war crimes against the population of Falluja made major headlines globally and compelled even the superpower to conduct extensive political and PR efforts to reduce the public opinion damage.« (p. 24) This is an interesting and valid point which calls out for further expansion. The essay focuses, however, on elaborating how »ideological horizons«, as communicated in journalism and other media forms, can be sub-divided into categories such as referential, ontological, epistemological, and others. These delineate the lines and borders within which ideological hegemony is sought after. For example, the use of »terrorists« to describe the armed combatants of an enemy is identified as a »referential horizon« (p. 21) and »the assimilation of the rhetoric of the superpower« (p. 22). The notion of horizon is an engaging metaphor, suggesting the way in which cultural production creates limits on the imagination.

The main weakness of the collection is that the theoretical and case study chapters do not always mesh together. Chapters on media coverage of mental illness and the welfare state feel very different in focus and tone from the preceding theoretical work. Nor is it obvious that the concept of »ideological horizons« presents much of a theoretical advance on the more traditional concept of ideological frameworks, with which media scholars have worked for many decades. Overall, however, this is a useful contribution to an important and somewhat neglected field of media, which will provide much of value to researchers, teachers and students. In addition to the more specialised work contained in several essays, Höijer's and Nohrstedt's theoretical essays provide a timely reminder of what the concept of ideology is, where it came from, why it achieved such a role within media scholarship, and why it retains value today, in the very different cultural, technological and political circumstances of the 21st century.

BRIAN MCNAIR, Glasgow

Sabine Schäfer: *Die Welt in 15 Minuten*. Zum journalistischen Herstellungsprozess der Tagesschau. – Konstanz: UVK 2007, 226 Seiten, Eur 29,90.

Sabine Schäfer möchte wissen, wie die »Tagesschau« zustande kommt und wie sich die hohe